

NORTH CAROLINA EXPORT NEWSLETTER

Brought to you by the NC Export Team:

U.S. Commercial Service: www.buyusa.gov/northcarolina

N.C. Department of Commerce: www.exportnc.com

N.C. Department of Agriculture: www.ncagr.com

The Small Business Administration: www.sba.gov

Small Business and Technology Development Center: www.sbtcdc.org

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A Partnership of the State & Federal Export Resources in North Carolina

Trade News December 2006

UCP 600 - Learn the New Rules to Avoid Litigation and Nonpayment

Important changes to the internationally recognized rules for letters of credit, UCP 600, have an effective date of July 1, 2007—less than a year away! While the UCP is not law, if the LC makes itself “subject to the UCP 600,” this set of rules is incorporated into the LC and the parties have agreed to be bound by them. Why is that important? It is important because an LC exists to ensure payment to the beneficiary (the seller). If the seller fails to understand the rules that determine whether his or her documents comply, the entire payment is put at risk—after the merchandise has been shipped! If you are using letters of credit, either commercial or standby in your import-export operations, you need to know about the new rules, the changes, and how they are going to impact you. One reliable source is the United States Council for International Business (USCIB), U.S. affiliate of the ICC, which is offering training seminars in major cities nationwide. Donald Smith, Vice President of Client Services for Norman Technologies, and Frank Reynolds, a member of the USCIB Banking Committee and U.S. Representative to the Incoterms 2000 Revision, will present these seminars. **This seminar will be held in Charlotte, NC, on Friday, February 2. The registration fee is \$395. Please mark your calendars for this important program. Additional details and registration information will be distributed shortly.**

The above excerpt was reprinted with permission from an article in the December 2006 Issue of **Managing Imports & Exports. To download a copy of the entire article, please go to <http://www.buyusa.gov/southcarolina/currenttradeissues.html>.*

EU: WEEE Environmental Directive Recovery, Reuse, and Recycling Targets Go Into Effect in December

As of August 13, 2005, enforcement of the WEEE (Waste Electrical and Electronic Equipment) Directive began. However, not all EU countries have fully implemented WEEE. Recovery, re-use and recycling targets go into effect December 31, 2006. Go to <http://www.buyusa.gov/europeanunion/weee.html> for more information.

U.S. Passport Required for Air Travel to Canada, Mexico, Central & South America, Caribbean & Bermuda as of January 8

On January 8, 2007, ALL persons, including U.S. citizens, traveling by air between the U.S. and Canada, Mexico, Central & South America, the Caribbean and Bermuda will be required to present a valid passport. Air NEXUS card, or U.S. Coast Guard Merchant Mariner Document. This regulation is part of the Western Hemisphere Travel initiative. Land travel requirements are expected in January 2008 but may be delayed. For additional details, please go to the following website: http://travel.state.gov/travel/cbpmc/cbpmc_2223.html.

The North Carolina Department of Commerce's International Trade Division participates in a number of trade events worldwide to help NC companies enter new foreign markets. Some of the upcoming events are:

1. Heimtextil, Frankfurt, Germany. January 10-13. Contact Glenn Jackman at gjackman@nccommerce.com or 919-733-2829.
2. Cologne Furniture Fair, Cologne, Germany. January 15-21. Contact Thomas Crump at tcump@nccommerce.com or 336-884-8170.
3. Expo Mueble, Guadalajara, Mexico. February 14-17. Contact Thomas Crump at tcump@nccommerce.com or 336-884-8170.
4. Exintex, Puebla, Mexico. March 7-9. Contact Glenn Jackman at gjackman@nccommerce.com or 919-733-2829.
5. CeBIT, Hannover, Germany. March 15-21. Contact Kuldip Wasson at kwasson@nccommerce.com or 919-715-5771.
6. CIFE, Guangzhou, China. March 26-29. Contact Tom Crump at tcump@nccommerce.com or 336-884-8170

Short Takes: News from the International Trade Administration:

- Weekly Updates on Trade Barriers Available by E-mail
- President's Export Council Approves Letter on APEC Issues
- Significant Future Growth Seen in U.S. Travel and Tourism Industry
- Dialogues with China Focus on Steel and Information Technology
- Report Details Strategies for International Property Enforcement and Protection

Go to http://trade.gov/press/publications/newsletters/ita_1106/shorttakes_1106.asp for more info.

Newsletters from the Agricultural Trade Office in Mexico – The Agricultural Trade Office at the U.S. Embassy in Mexico City has just released the first issue of their new product feature newsletters. The newsletters will be published on a monthly basis and will focus on a specific sector of the food industry in Mexico. The first newsletter features the **Kosher Market**. To download a copy of this document on our Industry Specific Newsletter webpage, go to <http://www.buyusa.gov/southcarolina/industryspecificnewsletters.html>.

Global Environmental Team Newsletter – Winter 2006/2007 – The U.S. Commercial Service's Environmental Team has just issued their Winter 2006/2007 newsletter. You can download a copy on our Industry Specific Newsletter webpage at the following link: <http://www.buyusa.gov/southcarolina/industryspecificnewsletters.html>.

Upcoming Events

January 18-INCOTERMS – First Session of S.C. DEC Export Seminar Series:

Are you connected with the buying or selling of goods internationally? If so, you need to join us for this half-day introductory INCOTERMS course. **Sponsors:** The S.C. District Export Council, the U.S. Commercial Service – Columbia, and DHL. **Location:** Midlands Technical College/Harbison Campus, Continuing Education Building, Room 113. **Time:** 8:30 a.m. – 12:00 noon. (Registration begins at 8:30 a.m.) **Cost:** \$50 per person. **For More Information and To Register:** Go to <http://www.buyusa.gov/southcarolina/incoterms.html>.

January 23-Export Financing Solutions:

This is a one day workshop on your principal export financing solutions. You will hear from experts from the U.S. Department of Commerce, U.S. Small Business Administration, about available government services and how to use the services to increase sales. Other items that will be covered include, INCOTERMS and the role of the freight forwarder, how to offer bank financing to your foreign buyers to increase your sales, how export credit insurance can be used to decrease risk, reduce transaction cost and increase sales, and much more. **Location:** Surrey Bank and Trust, Mount Airy, NC. **Time:** 8:00 am – 3:00 pm. **For more information:** Please contact Dan Holt at 704-333-4886 ext. 226 or dan.holt@mail.doc.gov.

February 1- demystifying the Cash Flow Statement:

Need a better understanding of your international customer's financial statement...and maybe need a little help with basic American accounting, too? This seminar will provide participants' with a deeper understanding of your customer's "cash flow" statement and how your customer's "local" accounting practices may differ from U.S. GAAP. **Sponsors:** U.S. Commercial Service – Columbia, S.C. Department of Commerce and S.C. District Export Council **Location:** S.C. Department of Commerce Presentation Center, Capital Center, 1201 Main Street, 15th Floor, Columbia. **Time:** 9:00 a.m. – 2:00 p.m. (Registration begins at 8:30 a.m.) **Cost:** \$125 per person includes textbook, *Demystifying the Cash Flow Statement*, and box lunch. **For More Information and To Register:** Go to <http://www.buyusa.gov/southcarolina/cashflow.html>.

Feb. 2- Save the Date! UCP 600 Seminar - Charlotte, NC:

Additional details and registration information will be distributed shortly.

March 4-10- Doing Business In Mexico, an Export Ready Program on Location in Puebla and Mexico City, Mexico:

Participants will spend a full week in Puebla and Mexico City, Mexico. You will learn strategies for exporting goods from North Carolina to Mexico, including how to market your product in Mexico, what motivates the Mexican consumer, Mexican business protocol, how to locate foreign agents and distributors, and much more. **For more information**, call Ken Dillo, Director, Wake Tech Small Business Center at 919-363-3360, **email:** kldillo@waketech.edu, or Wayne Loots, Dean, Wake Tech Business & Industry Services at 919-363-3673, **email:** waloosts@waketech.edu

Upcoming International Trade Events:

- **Expo Manufactura – Mexico's Leading Machine Tool and Metalworking Exposition – March 13 – 15, 2007, Monterrey, Mexico** – Expo Manufactura is recognized as Mexico's leader among metalworking and manufacturing events. Going into its thirteenth year, this show brings together buyers and builders to exchange ideas and conduct business. The 2007 exhibition promises to be the optimal international environment for industry professionals to meet and discuss key topics. For more information, go to <http://www.ejkrause.com/expomanufactura/>.
- **U.S. Privacy and Security Technology Opportunities in Canada – Victoria, British Columbia – February 14-16, 2007** – Take advantage of the strong growth in the Canadian privacy and security sector and gain first-hand knowledge of Canadian government policies and requirements necessary to develop business opportunities in Canadian national security. Canadian enterprises will be seeking advanced and potentially proactive measures such as active intrusion monitoring, early warning security threat notification, real time information security monitoring, development of critical incident response plans and teams, among others. Participation fee: \$US2000 for first participant + US\$900 for each additional participant. For additional information, contact Connie Irrera, National Sector Coordinator, Safety and Security Industries, U.S. Commercial Service Montreal, tel: 514-398-9695, ext. 2262, connie.irrera@mail.doc.gov.
- **Plastics Executive Trade Mission to Canada – April 30 – Toronto, Ontario, Canada** – The U.S. Commercial Service is hosting a Plastics Executive Trade Mission to Canada on April 30, 2007. This event will be held in conjunction with Canada's largest plastic trade show, Plast-Ex 2007. For a cost of \$1500, U.S. participants will receive: one day of customized one-on-one appointments with pre-qualified potential partners, briefings on the Canadian plastics industry, Canada-wide market exposure through a promotional brochure, entry pass to Plast-Ex 2007, and more! Contact Madellon Lopes, Trade Mission Project Manager, (416) 595-5412, ext. 227, madellon.lopes@mail.doc.gov, or your local U.S. Commercial Service Office (see contact info. on page 1) for additional information.

Upcoming Webinars

Note: No special software or computer configuration is needed to participate in the following seminars. Only a phone line and a computer with an Internet connection are necessary.

- **The Future of China's IP Regime- December 14, 2:00 p.m. – 3:30 p.m. EST** - Mark Cohen, Senior IP attaché at the U.S. Embassy in Beijing will discuss priorities on the protection and enforcement of IP in China for 2007 and beyond. He will also share his views on the significant events of 2006. Most recently interviewed for CNBC, NPR, and featured in the Wall Street Journal, Mark Cohen is the U.S. government's premier expert on China's IP system. The program is **FREE**. To register, please send your contact information to ChinaIPR@mail.doc.gov. A registration confirmation, and dial-in/log-in instructions will be sent to you a week before the program. To learn more about the China IP webinar series, please go to http://www.stopfakes.gov/events/china_webinar_series.asp.
- **NATO Procurement Webinar: What You Need to Know About Certification, Opportunities, & Advocacy Support- December 14, 11:00 a.m. EST**: Twenty-six countries belong to the North Atlantic Treaty Organization (NATO), including seven new members who joined in March of 2004: Bulgaria, Estonia, Latvia, Lithuania, Romania, Slovakia and Slovenia. The NATO procurement process can be daunting, but this webinar will explain the registration process for U.S. companies, the opportunities available and how to research them, as well as U.S. Government advocacy programs available for U.S. companies bidding on foreign government/NATO procurement projects. For more information or to register, go to <http://www.buyusa.gov/newengland/natowebinar.html>.